1968
Kansas City
Chiefs
Run Offense

Hank Stram

HANK STRAM KC CHIEFS

BUILDING AN INSIDE ATTACK

By Hank Stram - Kansas City Chiefs

1. OFFENSIVE FORMATIONS

   A. Great number of formations, but limited number of plays.

      1. We create variety and diversify our attack by increasing the number of formations, rather than increasing the number of plays.

   B. Formation Variations

      1. Red Right X

X HB FB FL.

2. BLACK RIGHT X

X FB HB FL

3. BROWN RIGHT X

X HB FB FL

4. BLUE RIGHT X

X FB HB FL

5. I RIGHT X

X FB HB FL

C. LINE SPLITS

1. Even Spacing

O 3' O 2' O 1½' [V] 1½' O 2' O 3' O

2. Odd Spacing

O 4' O 2' O 3' [V] 3' O 2' O 4' O

D. ASSIGNMENTS

1. Based On Rule Blocking

E. BACKFIELD ACTION

2. Bases on Series

A. Teen - Dive

B. Twenty - Inside Belly

C. Thirty] Cross-buck

D. Forty]

E. Fifty - Power

F. Sixty - Toss - Trap

F. KINDS OF INSIDE RUNNING ATTACK

1. Power
2. Slant
3. Counter
4. Cross Buck
5. Quick

FORMATION ________ FORMATION MIKE BACKS 0

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONG TACKLE	TITE END	H.B.	F.B.	FLANKER
D.F.	SHUT OFF(OK) D.F.(SEAL GAP 8)	PULL	ON-BLOCK AWAY	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	OUTSIDE ENDS BLOCK	H.B.

FORMATION I RIGHT X FORMATION 54 MIKE BACKS 0

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONG TACKLE	TITE END	H.B.	F.B.	FLANKER
D.F.	SHUT OFF(OK) D.F.(SEAL GAP 8)	PULL	ON-BLOCK AWAY	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	OUTSIDE ENDS BLOCK	HB

FORMATION RED RIGHT X — FORMATION 54 MIKE BACKS O

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONG TACKLE	TITE END	H.B.	F.B.	FLANKER
D.F.	SHUT OFF (OK) D.F. (SEAL GAP 8)	PULL	ON-BLOCK AWAY	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	OUTSIDE ENDS BLOCK	H.B.

FORMATION I RIGHT X — FORMATION 54 MIKE BACKS O

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONG TACKLE	TITE END	H.B.	F.B.	FLANKER
D.F.	SHUT OFF (OK) D.F. (SEAL GAP 8)	PULL	ON-BLOCK AWAY	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	OUTSIDE ENDS BLOCK	HB

FORMATION RED RIGHT X — FORMATION 54 MIKE AP

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	TITE END	HB	FB	FLANKER
D.F.	SHUT OFF (OK) D.F. (SEAL GAP 8)	TRAP	ON-BLOCK AWAY (MLB 30-40 SERIES)	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	FAKE LB LHB	SAFETY

FORMATION RED RIGHT X — FORMATION 14 BEHIND MIKE TRAP

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	TITE END	HB	FB	FLANKER
D.F.	SHUT OFF (OK) D.F. (SEAL GAP 8)	TRAP	ON-BLOCK AWAY (MLB 30-40 SERIES)	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	FAKE	SAFETY

FORMATION 1 RIGHT X

FORMATION 54 MIKE \P

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	TITE END	HB	FB	FLANKER
D.F.	SHUT OFF(OK) D.F. (SEAL GAP 8)	TRAP	ON-BLOCK AWAY (MLB 30-40 SERIES)	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	FAKE-LB LHB	SAFETY

FORMATION BROWN RIGHT X

FORMATION 34 MIKE TRAP

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	TITE END	HB	FB	FLANKER
D.F.	SHUT OFF(OK) D.F.(SEAL GAP 8)	TRAP	ON-BLOCK AWAY (MLB 30-40 SERIES)	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	FILL	SAFETY

FORMATION BLUE RT X — FORMATION 54 MIKE BACKS

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	TITE END	H.B.	F.B.	FLANKER
D.F.	D.F.	ON-IN-OUT WLB	ON-MLB-WLB D.F.	ON-IN-OUT LB	MLB-LB-IN	ON-IN-LB	OUTSIDE ENDS BLOCK	BALL CARRIER	SAFETY

QB. Reverse pivot

FORMATION BROWN LEFT — FORMATION 54 MIKE BACKS

FLANKER	SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	HB	FB	TITE END
D.F.	D.F.	D.F.	ON-IN-OUT WLB	ON-MLB-WLB D.F.	ON-IN-OUT LB	MLB-LB-IN	OUTSIDE ENDS BLOCK	BALL CARRIER	ON-IN-LB

FORMATION RED RT X — FORMATION 56 POWER TRAP

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONG TACKLE	TITE END	HB	FB	FLANKER
D.F.	SHUT OFF(OK) D.F.(SEAL GAP 8)	TRAP	ON-BLOCK AWAY (MLB 30-40SERIES)	IN-MLB-WLB	IN-LB	MLB-LB	BALL CARRIER	SLB	SAFETY

QB Reverse Pivot

FORMATION BROWN RT X — FORMATION 36 TRAP

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	TITE END	HB	FB	FLANKER
D.F.	SHUT OFF(OK) D.F.(SEAL GAP 8)	TRAP	ON-BLOCK AWAY (MLB 30-40SERIES)	ON-IN-MLB WLB	MLB-LB-IN	DRAG OUT	BALL CARRIER	FILL.	SAFETY

Front hand off

[illegible] everything

BEST PLAY TO WEAK SIDE

Guard - Tackle - HB block men anyway - - - FB picks hole

Pass off it - - - HB goes into Flat

FORMATION BLACK RIGHT X FORMATION 58 GET

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	TITE END	HB	FB	FLANKER
ON-WLB-D.F.	ON-OUT-WLB D.F.	GET MLB	BLOCK AWAY	ON-IN-OUT LB	ON-OUT-IN LB	ON-D.F.	SLB	BALL CARRIER	HB

H S S H W H E T E E L

* Wants guard to go into the the MLB as square up as possible

FORMATION BROWN RIGHT X FORMATION 38 GET

SPLIT END	WEAK TACKLE	WEAK GUARD	CENTER	STRONG GUARD	STRONGTACKLE	TITE END	HB	FB	FLANKER
ON-WLB-D.F.	ON-OUT-WLB D.F.	GET-MLB	BLOCK AWAY	ON-IN-OUT LB	ON-OUT-IN LB	ON-D.F.	FAKE	BALL CARRIER	HB

H S S H W H E T E E L

BUILDING A PRO TYPE PASSING ATTACK

Hank Stram - Kansas City

1. A Pro Pass Offense must have great flexibility and variety to be effective. That is why we employ multiple protection and patterns. Our passing attack is based on the following:

   A. Quick Passes

   B. Pocket Passes

   C. Play Passes

   D. Roll Out Passes

2. Types Of Protection

   A. Semi Aggressive

   B. Aggressive

   C. Passive

   D. Slide

3. Protection Principles Based On Keeping Rushers In

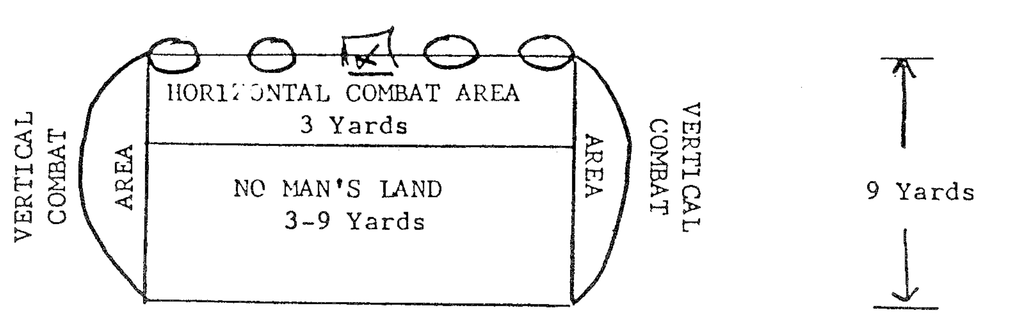
   A. COMBAT AREA and From Penetrating NO MAN'S LAND

4. Protection Areas

A. The HORIZONTAL COMBAT AREA extends from the Line of Scrimmage 3 yards deep with the outside shoulders of the Tackles making the outer edge of the area.

B. The VERTICAL COMBAT AREA extends from the Line of Scrimmage 9 yards deep with the outside shoulders of the Tackles making the inner edge of the area.

C. NO MAN'S LAND is 3-9 yards deep with the outside shoulders of the Tackles again making the outer edge of the area.



5. Rules and Diagrams for Quick Patterns

Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Hitch 6	Set Aggressive On-Out-In.	Set Aggressive On-[redacted]-[redacted]	Set Aggressive On-MLB-Help	Set Aggressive On-In-Out	Set Aggressive On-Out-In	Or Post	Set Aggressive WLB	Set Aggressive SLB	Hitch 6

Complete
1.9 Sec,
2.0

(Turn to outside after catch)

A. Alternate Patterns

1. Hitch
2. Hitch and Go
[...head ...ned] → 3. Square Out
4. Slant [Hardest to teach
Need good QB strong arm.]

* Backs will run short curl if LB's drop fast only on [Hitch
Square ...
Hitch & ...]

* QB - Throw Left - left - right - left - right - left throw
Throw Right - right - left - right - left - right throw

Run Seam

H

Inside Release

S

Run Seam

H

W

M

E T T E L

3 yd deep

*[Prime Receiver]

Slant Pass

6. Rules and Diagrams for Pocket Passes

A. Three Man Patterns - Backs Divide

Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Rt or Lf 15-18	On-Out-In	On-In-Out	On-MLB-Help	On-In-Out	On-Out-In	Quick Post	SLB Check 1-2	WLB Check 1-2	Rt or Lf 10-12

Sideline 15-18 yds

.3 QB sit up
.5 at 7 yds deep

Quicker if LB stunts

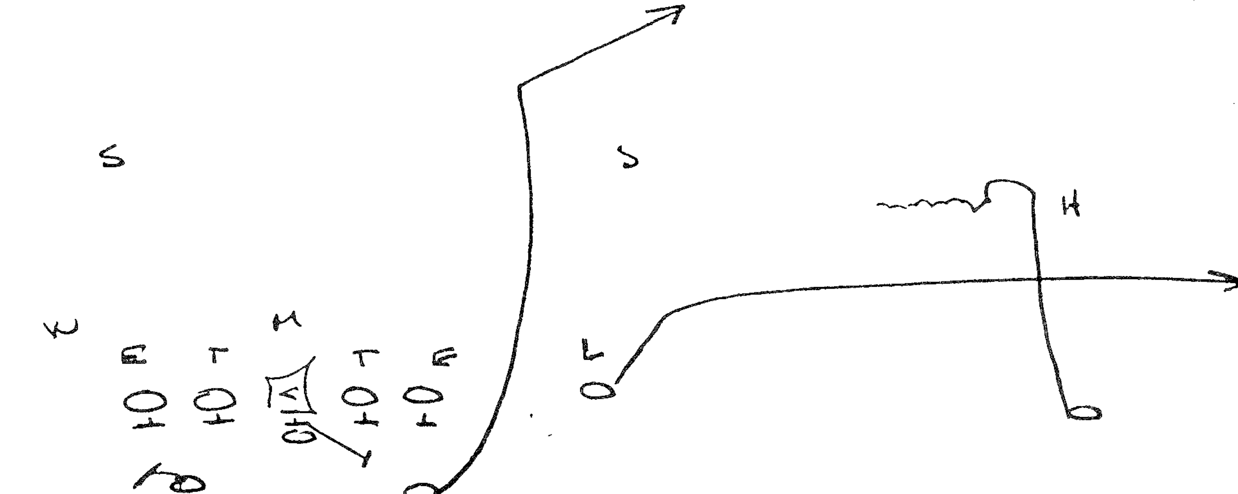
8-12 yds

B. Three Man Patterns - Backs Weakside

Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Lf or Rt 12-14	On-Out-In	On-In-Out	On-MLB-Help	On-In-Out	On-Out-In	LB Drag 4-7	Circle	WLB Check 5-6	Post

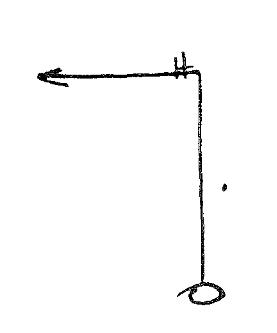
C. Four Man Patterns - Strongside

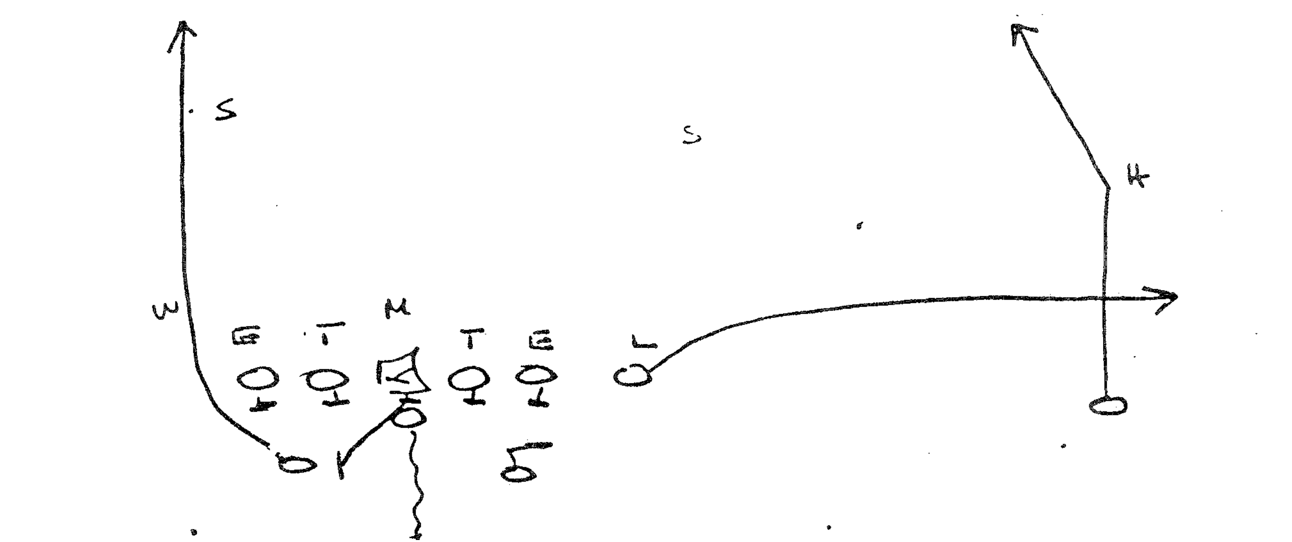
Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Rt or Lf 15-18	On-Out-In	On-In-Out	On-MLB Help Strong	On-In-Out	On-Out-In	Flag 20-25	Flat 1-3	WLB Check 1-2 5-6	Curl 12-14



D. Four Man Pattern - Weakside

Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Lf or Rt 12-14	On-Out-In	On-In-Out	On-MLB-Help To Call	On-In-Out	On-Out-In	LB Drag 4-7	Circle	WLB Check 5-6	Post





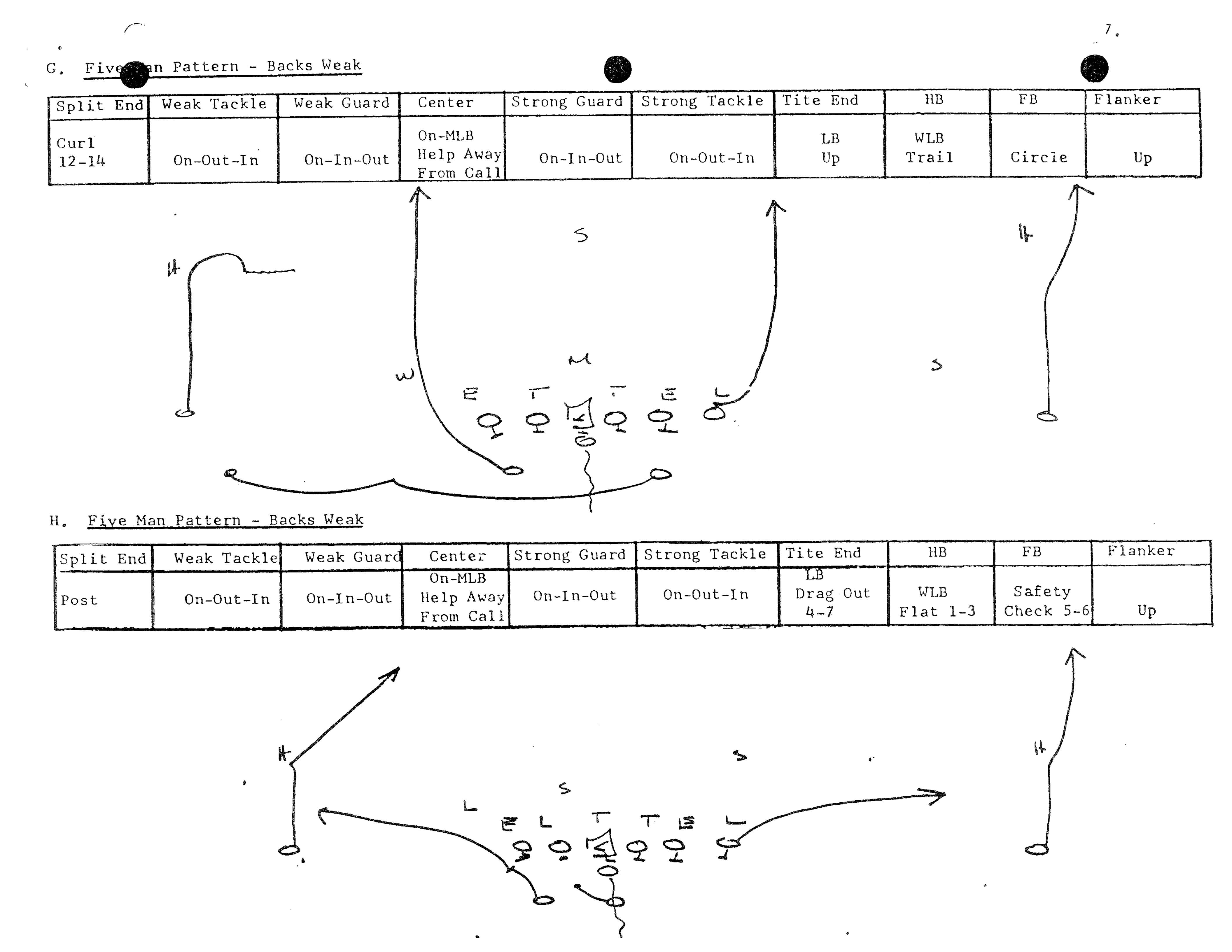
E. Five Man Patterns - Backs Divide

Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Lf or Rt 12-14	On-Out-In	On-In-Out	On-MLB Help Away From Call	On-In-Out	On-Out-In	Up	Circle	Circle	Up

F. Five Man Patterns - Backs Strong

G. Five Man Pattern - Backs Weak

Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Curl 12-14	On-Out-In	On-In-Out	On-MLB Help Away From Call	On-In-Out	On-Out-In	LB Up	WLB Trail	Circle	Up

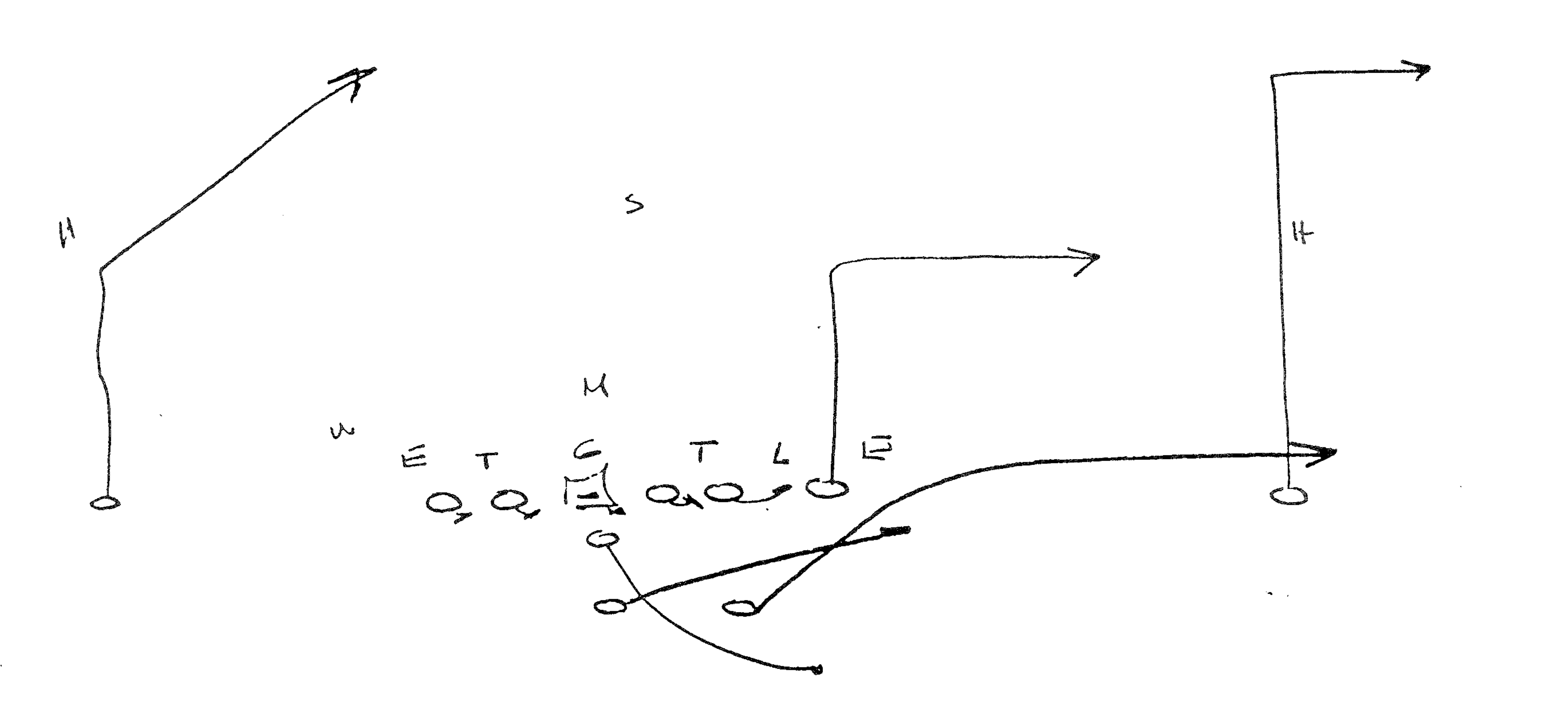


H. Five Man Pattern - Backs Weak

Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Post	On-Out-In	On-In-Out	On-MLB Help Away From Call	On-In-Out	On-Out-In	LB Drag Out 4-7	WLB Flat 1-3	Safety Check 5-6	Up

I. Rules and Diagrams for Roll Passes

Split End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Tite End	HB	FB	Flanker
Post	On-Out-In	On-In-Out	On-MLB- Help Away From Call	On-In-Out LB	On-Out-In LB	Rt or Lf 12-15	Flat 1-3	Aggressive SLB	Rt or Lf 20-25



Strom Vice

BUILDING AN OUTSIDE ATTACK

Hank Stram - Dallas Texans

1. We make teams respect and stop our outside running -- and feel that it is imperative for offensive success.

   A. Kinds of outside running.

   Running Backs - 3½ to 4 yds from the line

      1. Power sweep
      2. Cross buck sweep
      3. Quick toss
      4. Option (we do not feature this play, but had outstanding success at Notre Dame and Miami).

Tight End
3 point stance
Weight on hand rather than knuckles
Block first pass receive second

2. Rules and diagram of Power Sweep -- Flanker Side.

Center - Pull block - Must get the depth
Block over or through the tackle

Weak End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Strong End	Back	Flanker
DF	Seal	Pull	on block over	Pull	MLB-LB in Use a long body block	hook on outside	1st man inside ends block	Strong Safety H.B.

Tackle - balanced stance
Slam block in the End before getting to the MLB
(This helps set up block for the HB)

Tight End - shoots letter high into the LB then takes him either direction.

T. End - split 3-7

Strong Guard -
Pulling 1st step must be 45° depth.
* Both fast moving at the same time.

H H H H W M E T T E L

8-15

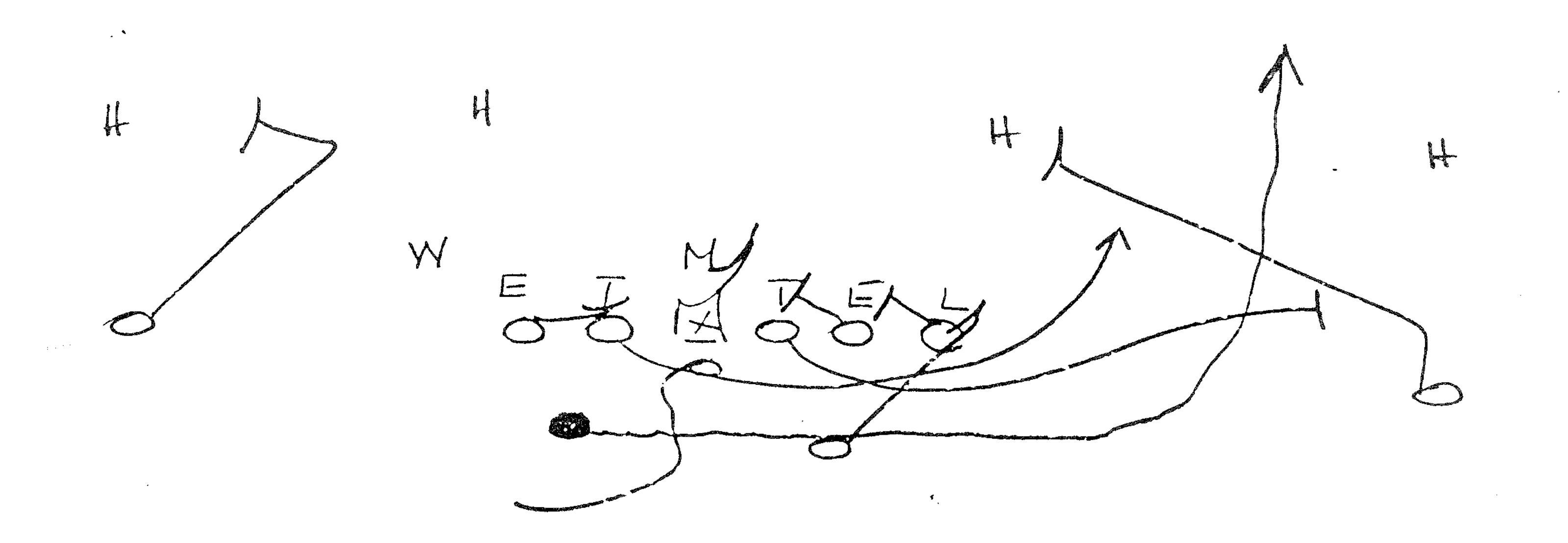
1.5 yd of Flanker (IMPORTANT)

52 POP GO

First number refers to Series

Numbering System

1 – 3 – 5 – 7 – 9 | 8 – 6 – 4 – 2 – 0



1. Center and Tackle can switch assignments if Center has trouble with over block.

2. HB and Tight End can switch assignment if HB has trouble blocking Defensive End.

3. QB must carry out bootleg fake.

H H

6-8 yds 15 yds

End distance differs on man easiest for HB to block.

Coaching Points:

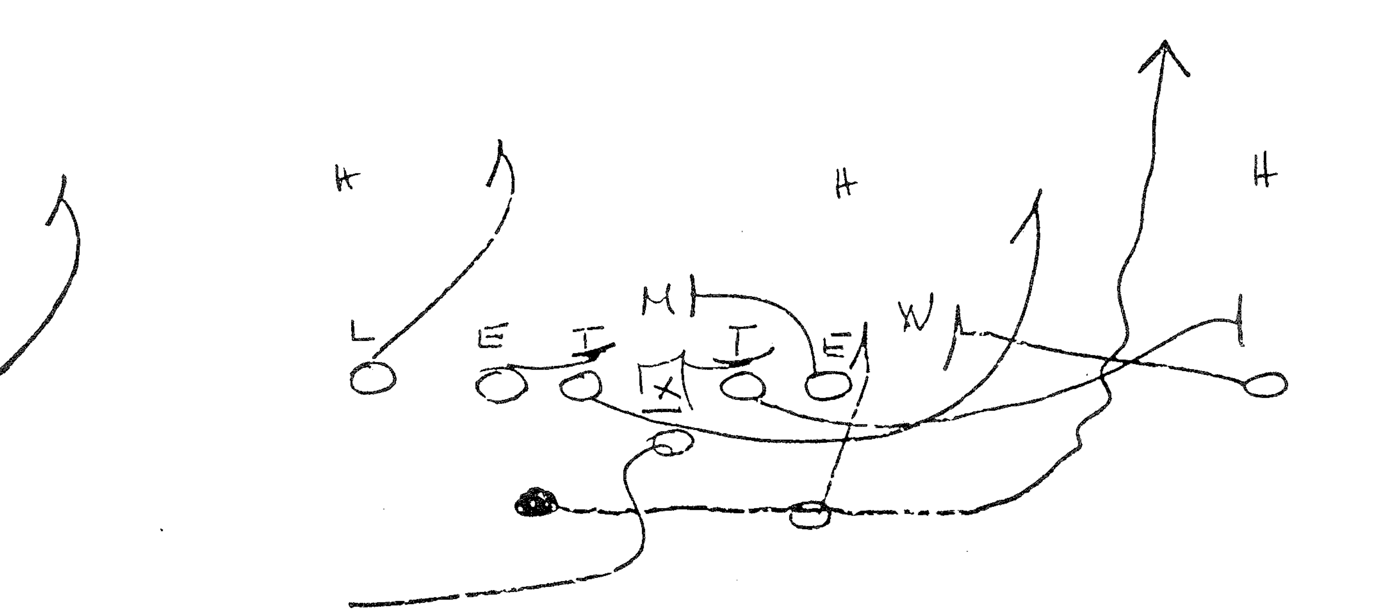
Split End

1/ Many times along side line better to run a straight pass pattern than to try and block the H.B.

Two Point Stance - Split End + Flanker Back

1/ Eliminate illegal motion
2/ They are mainly pass receivers
3/ Better to recognize the defenses
4/ Harder to be jammed on the line of scrimmage as in a 3 point stance

A. POWER SWEEP -- SPLIT END SIDE

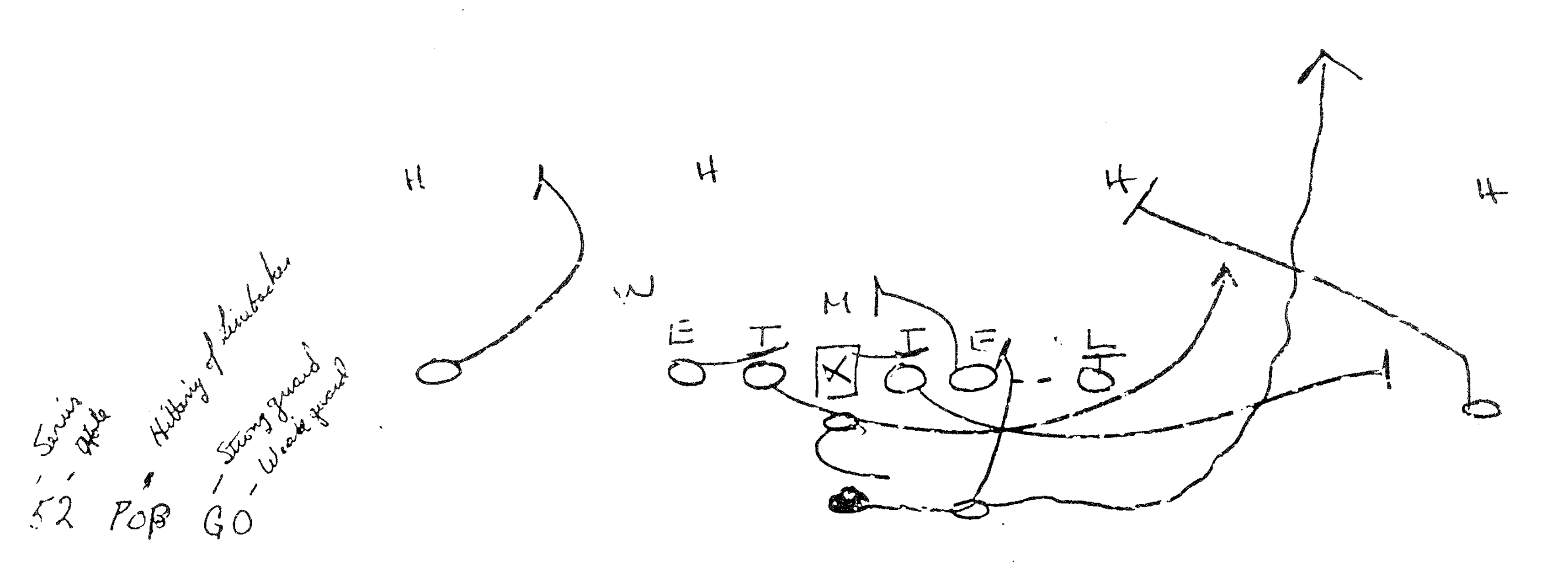


Coaching Points

1/ Don't get Split-end to wide (6-8 yds.) - Must be able to get weak linebacker - Come straight down the line of scrimmage - Be under control

2/ Conceal the ball from the way you running

B. FULL BACK SWEEP -- FLANKER SIDE



Coaching Points

C. FULL BACK SWEEP -- SPLIT END SIDE

Coaching Points

3. Rules and Diagram of Cross Buck Sweep -- Flanker Side.

Weak End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Strong End	Back	Flanker
DF	DF	Pull	on block over	Pull	Pull LB	in-LB	weak tackle	Strong Safety H.B.

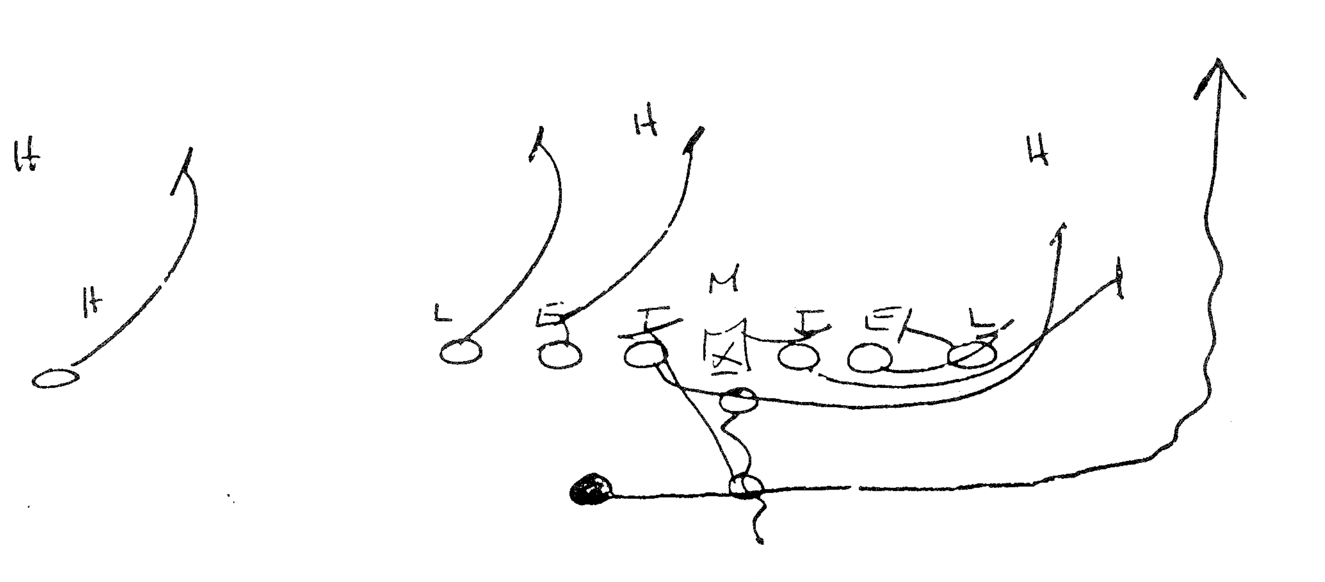
32 ~~X~~ GO

30 Series
2 Hole
X Split end
G Strong Guard pull
O Weak " "

Coaching Points:

Tackle pulls - get some depth and try to hook LB
S. Guard - depth very important - kick out corner back

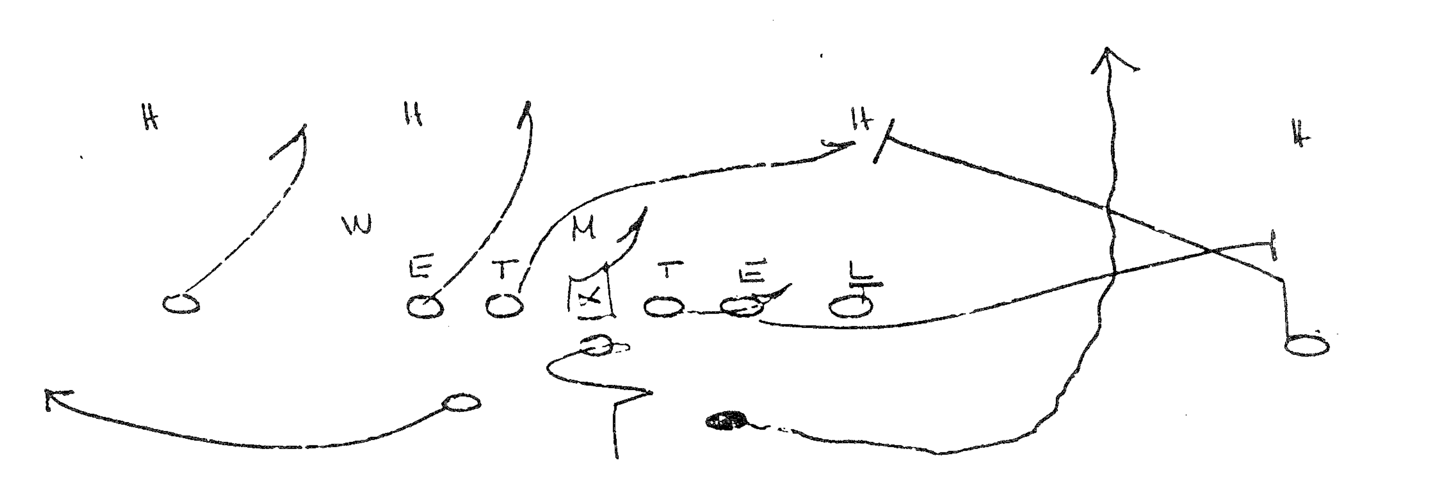
A. Cross Buck Sweep -- <u>Away</u> From Flanker



<u>Coaching Points:</u>

4. Rules and Diagram of Quick Toss -- Flanker Side

Weak End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Strong End	Back	Flanker
DF	DF	DF	on MLB DF over	block over	Pull	hook on outside	fake away	Strong Safety H.B.



Coaching Points:

Tackle must get depth - block Cornerback out -

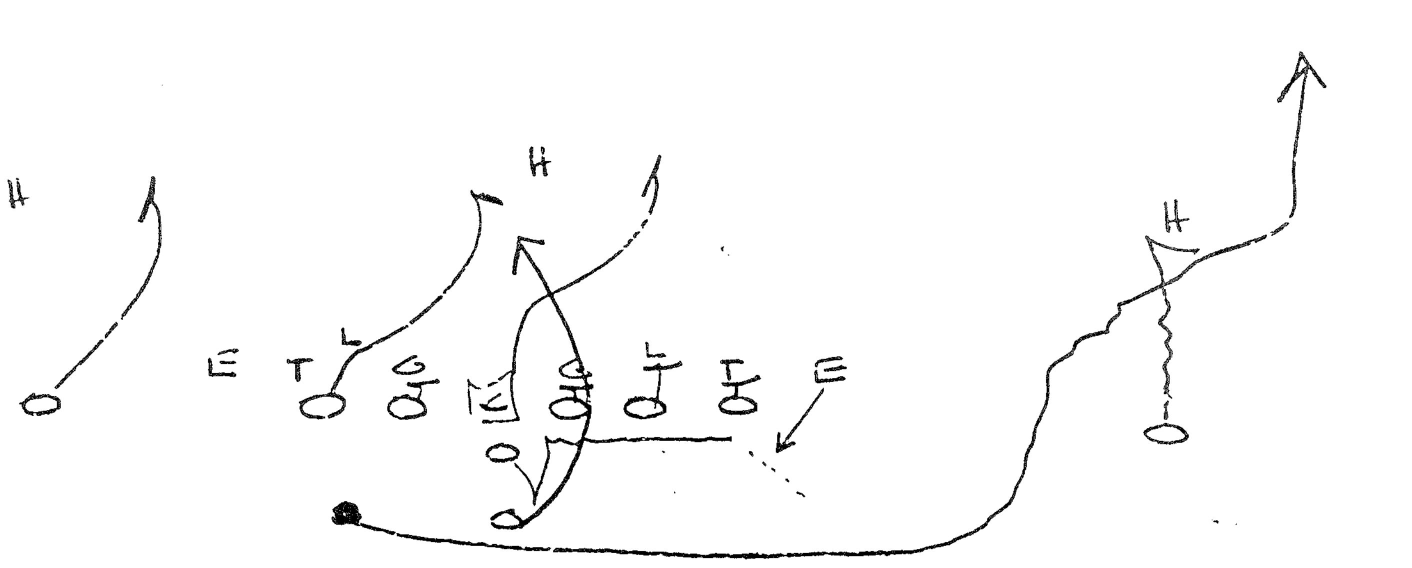
* QB.- lead goes first on toss plays - throw from the hip letter high to the far shoulder

A. Quick Toss -- Split End Side.

Coaching Points:

5. Rules and Diagram of Inside Belly Option vs Eight Man Front Flanker Side.

Weak End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Strong End	Back	Flanker
DF	DF	on-in-out Peel	on MLB DF	on-in-out LB	on-in-out LB	on-in-LB	fake out-side leg Guard	HB



Coaching Points:

6. Rules and Diagram of Inside Belly Option vs Nine Man Front Flanker Side.

Weak End	Weak Tackle	Weak Guard	Center	Strong Guard	Strong Tackle	Strong End	Back	Flanker
DF	DF	on-in-out Peel	on-MLB-DF	on-in-out LB	on-in-out LB	on DF	fake out-side leg Guard	HB

* Keeps interior entertained - pursuit slowed down

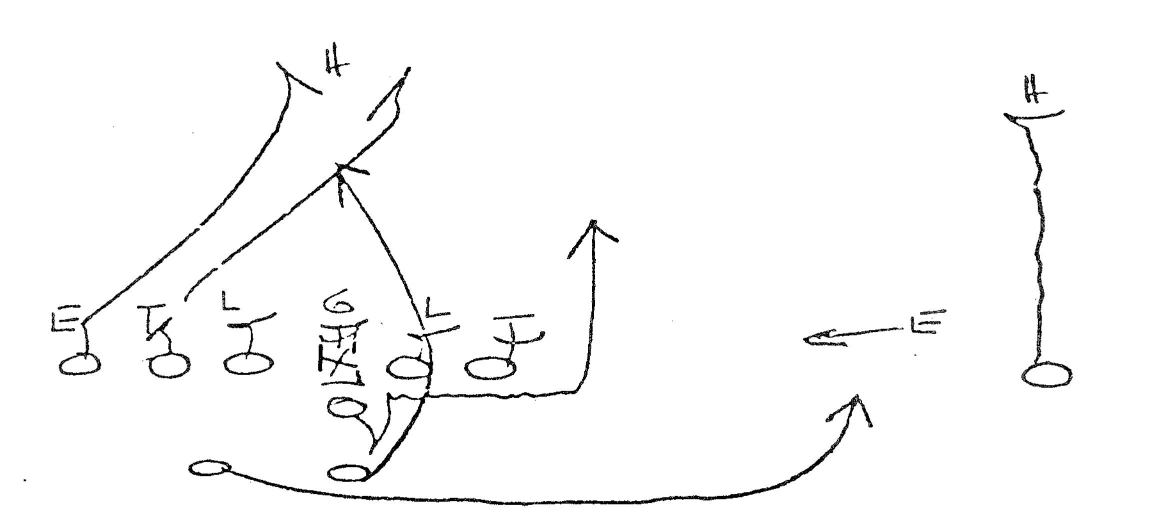
A.

H H H H
E T L G L T E

Coaching Points:

Pitch man 4½ yds deep from QB. at all times

B. Inside Belly Option Toward Split End Side Away From Rotation or Flanker.



Coaching Points: